# Advanced English for Communication Management

## Prof. Rachel McNamara Coyne

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce students to English language communication practices and to guide students in developing written and oral communication skills for a range of professional communication contexts. The course is designed to equip students with some of the practical skills that may be useful for a career in communication management and public relations with a particular focus on the food and fashion sectors. During the course, students will be required to analyse and produce key texts utilised in strategic communication and public relations practices and actively engage in perfecting their language skills in the four skills areas of reading and comprehension, writing, listening and speaking. In particular, students will work on their writing and oral presentation skills.

Expected Learning Outcomes:

At the end of the course, students are expected to be able to:

– summarise, discuss and personalise the content of the course and any prescribed reading material;

– demonstrate a knowledge of and ability to utilise technical terminology;

– demonstrate an understanding of and an ability to utilise the linguistic features of English in a range of communicative contexts;

– demonstrate a knowledge of the structure and style of a range of communicative texts including (but not limited to) press releases, internal and external email communications, social media posts, reviews and corporate or individual blogs; and

– demonstrate an ability to independently produce a range of communicative texts including (but not limited to) press releases, internal and external email communications, social media posts, reviews and corporate or individual blogs.

***COURSE CONTENT***

Students will have the opportunity to analyse a range of communicative texts in corporate communication management and PR contexts including media articles, press releases, vlogs, blogs, reports, interviews, TED talks, advertisements, social media posts and case studies. Since the course adopts a task-based learning approach, students will be actively involved not only in analysing but in preparing key texts, reading case studies and developing productive and receptive language skills through a range of authentic tasks. They will receive informal feedback during class and via Blackboard. Students will learn to use appropriate metalanguage and engage with theoretical concepts in English. Some consideration will be given to the intercultural dimension of communication in order to equip students for a multicultural working environment.

***READING LIST***

For all students (attending and non-attending):

Course materials (including compulsory and optional readings) will be made available via Blackboard over the course of the semester.

***TEACHING METHOD***

Interactive lectures and task-based learning; use of case studies and preparation of tasks in class; groupwork. Students are expected to take an active role in classes. Use of Blackboard.

All classes are taught in English.

***ASSESSMENT METHOD AND CRITERIA***

In keeping with the task-based learning approach, students will be assessed on two written tasks posted on Blackboard during the course (attendees) or not later than one week before the oral exam (non-attendees) (50%), on the lexis and terminology studied during the course (25%) delivered via Blackboard, and an oral exam (25%).

Further details about the exam will be provided via Blackboard.

***NOTES AND PREREQUISITES***

The course is for students with a C1 level (CEFR) of English.

This is a course in English for a Specific Purpose and as such attendance is highly recommended.

The course in taught in English and students must enrol in the course on Blackboard where the course materials are uploaded.

[*http://ilab.unicatt.it/ilab-blackboard-introduzione-a-blackboard*](http://ilab.unicatt.it/ilab-blackboard-introduzione-a-blackboard)*.*

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.